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**Amendments to the Claims**

Please withdraw Claims 17-22 and 29-33. Please amend claim 23. Please add new Claims 34-53. The Claim Listing below will replace all prior versions of the claims in the application:

**Claim Listing**

1-16 (Cancelled)

17. (Withdrawn) A system comprising, having a user requesting director assistance, having said system use this request to select advertisement from an advertising database, retrieving said advertisement and playing said advertisement for said user.

18. (Withdrawn) A system of the type claimed in claim 17 further characterized in that the selection criteria is based on Standard Industry Codes.

19. (Withdrawn) A system of the type claimed in claim 17 further characterized in that the selection criteria is based on the User's geographical location.

20. (Withdrawn) A system of the type claimed in claim 17 further characterized in that the selection criteria is based on the User's phone number.

21. (Withdrawn) A system for the type claimed in claim 17 further characterized in that advertisements are stored in a memory means.

22. (Withdrawn) A system of the typed claimed in claim 17 further characterized in that user is requesting toll services.

23. (Currently Amended) A ~~system~~ method comprising[[,]] :

having a user requesting directory assistance for a selected number,

having said system use this request to automatically select the advertisement from an advertising database,

retrieving said advertisement and playing said advertisement for said user,

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asking said user if they want to be connected to ~~the company~~ an advertised provider in said advertisement, if said user agrees connecting said user to said ~~company~~ provider, if said user does not agree ~~connect and user~~ providing said user with their selected number.

24. (Previously Presented) A system of the type claimed in claim 23 further characterized in that the selection criteria is based on Standard Industry Codes.

25. (Previously Presented) A system of the type claimed in claim 23 further characterized in that the selection criteria is based on the User's geographical location.

26. (Previously Presented) A system of the type claimed in claim 23 further characterized in that the selection criteria is based on the User's phone number.

27. (Previously Presented) A system of the type claimed in claim 23 further characterized in that advertisements are stored in a memory means.

28. (Previously Presented) A system of the type claimed in claim 23 further characterized in that user is requesting toll services.

29. (Withdrawn) A system comprising; A telephone network connecting a user with the system; Said system having a processing means and a memory means; Said memory means containing a plurality of advertisements; having a user requesting directory assistance for a selected number, having said system use this request and the location of the user to have said processing means select an advertisement from an advertising database, retrieving said advertisement and playing said advertisement for said user, asking said user if they want to be connected to the company in said advertisement, if said user agrees connecting said user to said company, if said user does not agree connect said user their selected number.

30. (Withdrawn) A system of the type claimed in claim 29 further characterized in that the selection criteria is based on Standard Industry Codes.

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31. (Withdrawn) A system of the type claimed in claim 29 further characterized in that the selection criteria is based on the User's phone number.

32. (Withdrawn) A system of the type claimed in claim 29 further characterized in that advertisements are stored in a memory means.

33. (Withdrawn) A system of the type claimed in claim 29 further characterized in that user is requesting toll services.

34. (New) A method for providing information in a telecommunications network, the network comprising a customer station and a call processing station, the method comprising the steps of:  
at the customer station,

- (a) dialing a telephone number used for accessing the call processing station;
- (b) setting up a call connection from the customer station to the call processing station;
- (c) providing a request for information;

at the call processing station,

- (d) receiving the request for information from the customer station;
- (e) examining the request for information;
- (f) automatically selecting an advertisement categorized within the associated subject matter area;
- (g) retrieving the selected advertisement from a stored media and forwarding the selected advertisement to the customer station;

at the customer station;

- (h) receiving the selected advertisement.

35. (New) A method as in claim 34 wherein step (e) further comprises:

querying a database to determine the selected advertisement, the step of querying using as at least one query parameter determined from the step of examining the request for information.

36. (New) A method as in claim 35 wherein the query parameter is a geographic location component of the requested information.

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37. (New) A method as in claim 35 wherein the query parameter is a name of a business.
38. (New) A method as in claim 35 wherein the query parameter is a type of business specified in the request.
39. (New) A method as in claim 35 wherein the query parameter is description of a product or service.
40. (New) A method as in claim 35 wherein the query parameter is a code associated with the request for information.
41. (New) A method as in claim 40 wherein the code is a Standard Industry Classification (SIC) code.
42. (New) A method as in claim 34 additionally comprising a step of:  
(i) causing the advertisement to be played to the customer station in an audible form.
43. (New) A method as in claim 34 additionally comprising a step of:  
(i) causing the advertisement to be played to the customer station in a visual form.
44. (New) A method as in claim 34 wherein step (f) further comprises a step of:  
automatically selecting an advertisement based one at least one of a geographic location or the customer station or a telephone number for the customer station.
45. (New) A method as in claim 34 additionally comprising a step of:  
(j) providing access to a service associated with the selected advertisement.

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16. (New) A method as in claim 45 wherein the step of providing access to the service comprises a further step of:

(j) connecting the customer station to a telephone number associated with the selected advertisement.

17. (New) A method as in claim 46 wherein step (j) is performed only after an optional step of prompting the user of the customer station to optionally select step (j).

18. (New) A method as in claim 34 wherein step (f) additionally comprises the steps of:  
querying a database to determine the selected advertisement, the querying step using an associated subject matter area determined from the request as at least one database query parameter.

19. (New) A method as in claim 48 wherein the database query furthermore returns an optional intercept parameter associated with the selected advertisement, wherein the optional intercept parameter is used to determine whether the user of the customer station is to be prompted to request access to a service associated with the advertisement.

20. (New) A method as in claim 34 wherein step (f) additionally comprises the step of:  
querying a database to determine the selected advertisement, the querying step using an associated subject matter area specified in the request and a location associated with the customer station as database query parameters.

21. (New) A method as in claim 34 additionally comprising the step of:  
after step (h),

(k) connecting the customer station to a telephone number associated with the original request for information.

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52. (New) A method as in claim 51 wherein step (k) is provided at reduced cost as compared to a standard cost for a request for directory information associated with a telecommunication service provider.

53. (New) A method as in claim 51 wherein step (k) is provided without cost to the user of the customer station.